



Amman Design Week Jordan's creative frontier

An immense passion for art, design, and culture has brought together a team of admirers to create a new and exciting initiative in Jordan – Amman Design Week (ADW). With the support of Her Majesty Queen Rania Al Abdullah, a passionate advocate for innovation and creativity, ADW aims to jumpstart a design culture in Jordan and establish Amman as a regional hub for imagination, expression, experimentation, and talent. The team behind ADW is a small, but fierce force. Their vision is grand and their dedication to delivering a well-researched program that engages a diverse audience of designers, students, and thinkers, is unequivocally inspiring.



ADW will launch from **1 – 9 September**, and its exposure and outreach is sure to boost Jordanian designers and creative businesses by placing them in the global spotlight.

About Amman Design Week

ADW is an immersive experience in design. Mark your calendars, because the nine day annual celebration, piloting in September 2016, will foster talent, encourage experimentation, and leave you amazed at the grandeur of the design sector in Jordan. By empowering design communities, ADW stands to create an environment that embraces audiences and offers design experiences that inspire, engage, and motivate.

The 2016 experience

ADW will initiate activities at three main nodes in the heart of Amman. The program will kick start with the blending of a diverse audience that will be given the opportunity to exchange ideas, explore new horizons, and create connections and collaborations. Be sure to witness ADW in all its glory, from The Hangar Exhibition to the MakerSpace, and from there to The Crafts District. Finally, don't forget to sign up for the wide array of workshops that are bound to keep your creative juices flowing all year long.

The Hangar Exhibition

The ADW exhibition will take place at the *Amman Electricity Hangar in Ras El Ain*. Built in the 1930s, the *Hangar* has been adapted and restored into a contemporary public space, ideal for the hosting of cultural events. The ADW exhibition will be designed and curated by architect Sahel Al Hiyari, and will feature the original works of local and regional designers who will come together to challenge our understanding of design, and to push the boundaries of materials, scale, form, and function.

The MakerSpace

Located in *The Jordan Museum*, ADW's MakerSpace will offer opportunities for visitors to explore and examine new means of creation using digital fabrication technology, 3D printers, audio-visual devices, and advanced robotics. Nestled among the iconic ancient artifacts that are exhibited at *The Jordan Museum*, this showcasing of modern design juxtaposed with old design will exemplify the evolution of innovation from the beginnings of artistic creation to today.



The Crafts District

In Downtown Amman, just a few minutes' walk east of the iconic *Roman Theater*, you'll find *the Raghadan Tourist Terminal*, envisioned to become a tourist transportation hub connecting locals and visitors to surrounding suburbs and destinations around Jordan. ADW will establish the *Raghadan Tourist Terminal* as a social space and a hub for exploration of the importance of using craft as a means of empowerment, self-expression, and storytelling. Designed by architect Dina Haddadin, The Crafts District will offer a holistic link between culture, heritage, and contemporary design through a series of pop-up shops, demonstration booths, design installations, and traditional food components.

But wait...there's more!

ADW will feature numerous programs that offer learning and exchange opportunities throughout Amman. ADW will feature a specialized Children's Program, with activities for youths including workshops in craft making, and inspirational exploration activities that will encourage children to think in creative new ways. ADW will also include a series of workshops that range from introductory level to intensive and immersive learning experiences targeted at designers that wish to hone their skills. ADW's Speaker Series will appeal to the general public as an introductory series that will introduce local, regional, and international designers' work, concepts, and ideas. As the aim of ADW is to empower and engage the city through creative thought, a series of Open Studios will welcome designers, craftspeople, studios, concept stores, workshops, companies, galleries, museums, and institutions to open their doors and introduce their creative spaces to the public.

Learn more about this exemplary initiative and how to get involved at www.ammandesignweek.com.